Who created the recycling symbol?

recycling symbol.tifDuring the spring of 1970, also the same time of the first Earth Day, a paper company in Chicago wanted to increase environmental awareness. The company sponsored a contest for art students nationwide to design a recycling symbol. The company planned to include the symbol on all their paper products to indicate that the company recycled the paper. More than 500 students entered the contest. The winning symbol was created by a 23-year old college student, and it is now known as the traditional or universal recycling symbol. The recycling symbol is recognized around the world. Of course, we also see many adaptations of the original recycling symbol.